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R Baydoun, D Rose, T Emperado - Journal of Business and Psychology, 2001 - Springer
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A Finn, U Kayandé - Journal of Retailing, 1999 - Elsevier

... customers, more retail and service firms are using **mystery shoppers** (sometimes also referred to as **secret**, **phantom**, or **anonymous consumer shoppers**) to monitor ...

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[The mystery shopper: an anonymous review of your services.](#)

K Steiner - Health Care Strateg Manage, 1986 - ncbi.nlm.nih.gov

The **mystery shopper**: an **anonymous** review of your services. Steiner K. **Mystery shoppers** can provide an unbiased report on the day ...

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CS Areni, D Kim - Advances in Consumer Research, 1993 - profittools.com

... It is possible that **shoppers**, being somewhat unfamiliar with wine cellars and wines in ... As noted by a second **anonymous** reviewer, a "no music" control condition ...

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[Analytical CRM: the fusion of data and intelligence - all 3 versions »](#)

S Kelly - Interactive Marketing, 2000 - ingentaconnect.com

... 1 NO . 3. PP 262-267. J ANUAR Y / MARCH 2000 **anonymous shopper**, they lose all patience

with being treated like one. Which is why playing with CRM is dangerous. ...

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[City Shoppers and Urban Identification: Observations on the Social Psychology of City Life](#)

GP Stone - The American Journal of Sociology, 1954 - JSTOR

... Moreover, some evidence suggests that personalizing **shoppers** draw on their re ... possibilities for explaining how, in the impersonal and **anonymous** milieu of the ...

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Consumer reactions to electronic shopping on the world wide web

SL Jarvenpaa, PA Todd - International Journal of Electronic Commerce, 1996 - portal.acm.org

... For example, Burstein and Kline [17, p. 1031 question how the merchants on the World Wide Web will create "an on-line **shopper's** paradise when the people ...

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MH Flicker, MP Gardner, CA San Francisco - Proceedings of the Direct Marketing Education Foundation ..., 2002 - thedma.org

... Security. References Page 21. **Anonymous** (1998a), "1998 Meat **Shopper** Report: In the Spotlight," Progressive Grocer, June 1998, 41-44. ...

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A prediction model for the purchase probability of **anonymous** customers to support real time web ... - all 2 versions »

E Suh, S Lim, H Hwang, S Kim - Expert Systems With Applications, 2004 - Elsevier

... target customer is high. This study focuses on **anonymous** customers who are navigating an Internet **shopping** mall. We will suggest a ...

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The Price Knowledge and Search of Supermarket Shoppers

PR Dickson, AG Sawyer - Journal of Marketing, 1990 - JSTOR

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